

# Coldplay streams 'biggest ever show'

**By Indranil Sarkar**

The rock band Coldplay is to live-stream one of its two forthcoming concerts in Ahmedabad, as international artists step up efforts to reach Indian fans.

Tens of thousands are set to attend the concert in Gujarat on 26 January, with tickets selling out within minutes of going on sale last year.

The Coldplay announcement is one of the first major

partnerships since Indian billionaire Mukesh Ambani's Reliance Industries and Walt Disney merged their Indian media assets.

"Coldplay's biggest ever show will stream LIVE from Ahmedabad across all of India," the band said in a post on X.

India's events market is going through a shift, with Indians' appetite for entertainment growing fast and attracting global stars like Dua Lipa and Ed Sheeran. **REUTERS**

